



## Intrado Digital Media

Prepared for: **Rob Sanders: Billions of People Music Company**

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## Executive Summary

Intrado has helped businesses achieve success by streamlining the way they communicate with their employees, customers, investors, and the media. Our clients are the heart of our business and the foundation of our technology. Our commitment is to ensure your goals are met and we are excited to start building this partnership with you!

Intrado Digital Media would like to partner with **Billions of People Music Company** to support and achieve the key objectives below.

### Communications Business Objectives:

- Increase share of voice to aid in 100 press releases in 100 countries
- Extend the reach of your message and engage a global audience
- Facilitate easier and more effective distribution and publishing of release



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## Solution Overview



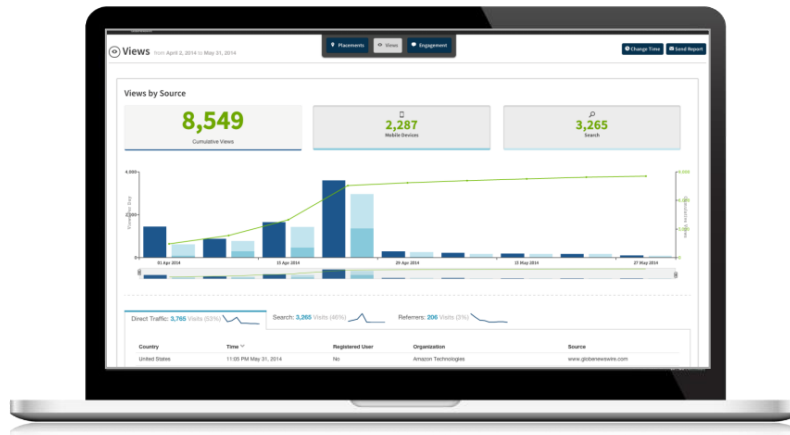
### Manage Your Entire Campaign With Our Public Relations Solutions

Simplify your workflow with our end-to-end tool that lets you listen, publish, amplify and measure – all from one place. Our solutions let you:

- + Listen to online conversations
- + Connect with media and influencers
- + Distribute press releases and multimedia
- + Amplify your brand with social media

## Press Release Distribution

Delivering the same breadth and depth of news distribution as other major newswire services, **GlobeNewswire** is an easy and cost-effective way to distribute your news, earnings announcements, press releases, and media advisories directly to journalists, analysts, newswires, newsrooms, databases, websites, and business professionals.



Customizable options allow you to choose exactly who to target including international, national, and local regions as well as distribution to specialized markets and media outlets.

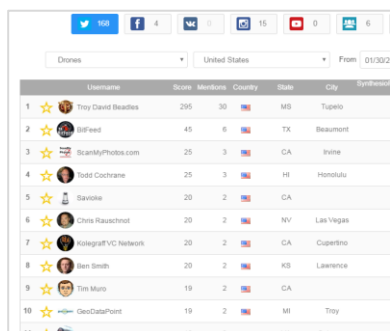
- + **1,000,000+** financial desktops
- + **50,000+** trade publications
- + Search Engine Optimization
- + Reporting & analysis
- + **6,000+** websites
- + **10,000+** news publications
- + Mobile-ready formatting
- + Full editorial review

## Media Snippets



Go beyond text. Embed a carousel of images, audio, video and live streaming events into your press releases and web pages to tell a more complete brand story and increase engagement with media, investors and customers. Leverage and repurpose your branded content and media assets to create enhanced press releases that promote interest, engagement, and social sharing.

## Influencer Insights



The screenshot shows a web interface for 'Influencer Insights'. At the top, there are social media icons for Twitter, Facebook, and others. Below that, a search bar is set to 'Drones' and the location is 'United States'. A table lists the top influencers with columns for Username, Score, Mentions, Country, State, City, and Syndicator. The table is sorted by Score in descending order.

	Username	Score	Mentions	Country	State	City	Syndicator
1	Trey David Beadles	295	30	US	MS	Tupelo	
2	Billfeed	45	6	US	TX	Beaumont	
3	ScamMyPhotos.com	25	3	US	CA	Irvine	
4	Nidd Cochrane	25	3	US	HI	Honolulu	
5	Savioke	20	2	US	CA		
6	Chris Rauschnot	20	2	US	NV	Las Vegas	
7	VolgraffVC Network	20	2	US	CA	Cupertino	
8	Ben Smith	20	2	US	KS	Lawrence	
9	Tim Muro	19	2	US	CA		
10	GeoDataPoint	19	2	US	MI	Troy	

Stories are the first part, and those behind the stories are the influencers your business wants to engage to increase impact and drive business objectives. Media monitoring was built to reveal who is driving a conversation across major social channels, forums, blogs and mainstream outlets. And when influencers are recognized, designate them for outreach by your team in order to track just those media outlets and individuals that matter most to you.

Our customers are leaders across major industries including technology, financial, healthcare, retail and more:



## Why Intrado?

### Rankings

- # 1 Distributor of investor relations press releases
- # 1 Webcasting provider
- # 1 Referral Marketing technology partner
- # 3 Distributor of press releases globally

### Global Presence

80 Languages, Employees speak **23 languages**  
Technology platforms localized in **30+ languages**  
Offices in **17** countries, Customers in **200+** countries

### Industry Leadership

**3,000** IR websites  
**2 billion** Social conversations monitored  
**40,000+** Webcasts and events annually

## Services

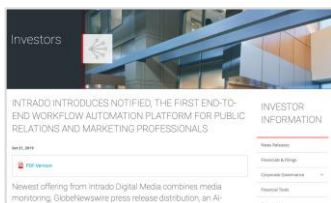
We believe that successful communications require both the technology and services to deliver a successful program. Whether you need full service support, consulting services along the way, or a self-service option we will tailor our service offerings to your organization's needs.

### Marketing Consulting



Generating an audience for your communication program requires putting a marketing plan in place to promote your message, build brand awareness and align the program strategy with your business goals. Intrado marketing strategists can work with you to develop a marketing plan for each phase of the event life cycle to reach your audiences. Let our team take a deep dive into your event to understand business objectives through a comprehensive research and discovery process and create a customized strategy to ensure your event meets your audience goals.

### Editorial Services



Get editorial support and translation where and when you need it, each press release includes a full service editorial review by our team to ensure accuracy. Our experienced editorial staff will collaborate with you to make sure your message comes through loud and clear even under the most demanding deadlines and provides quality assurance and translation services when necessary.

### Pricing

Product Line Items	Quantity	Price/Unit	Total
<b>GlobeNewswire Press Release Package</b>			
North American Distribution	1		\$1,075
Europe Plus Distribution	1		\$3,602
Africa Distribution	1		\$2,536
Latin America Plus Distribution	1		\$1,022
Asian Distribution	1		\$2,592
Caribbean Distribution			\$479
<b>Total</b>			\$11,306
Native Language Country Translations			\$4,000
Service Line Items	Quantity	Price/Unit	Total
<b>TOTAL PRICE ESTIMATE:</b>			<b>\$15,000</b>

## About Us

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. Intrado Digital Media connects people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable.

Our suite of solutions advance how companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows users to listen, create, connect, deliver, amplify, and measure.

-----**Thank you.**

Kindest Regards,  
Jessica Campbell